

CONTRACT



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

And:

Media Strategies & Research
1580 Lincoln Street Ste. 510
Denver, CO 80203

<u>Contract / Revision</u> 184330 /		<u>Alt Order #</u>
<u>Product</u> John Gregg for Governor		
<u>Contract Dates</u> 08/20/12 - 08/31/12		<u>Estimate #</u> 11601
<u>Advertiser</u> (D) Gregg for Indiana		<u>Original Date / Revision</u> 08/27/12 / 08/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Todd Kane	<u>Sales Office</u> Indianapolis
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	08/20/12	08/24/12	6-7A News	6-7A		:30			NM	9	\$855.00
	PE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				9	\$95.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	9	RTV 6	08/20/12-08/26/12	6-7A News	6-7A	MTuWThF----	:30		\$95.00	NM		
		See MG 1.10										
		Preempt										
	10	RTV 6	08/28/12-08/31/12	6-7A News	6-7A	-TuWThF----	:30		\$95.00	NM		
		Ⓜ MG for 1.9 08/24										
N 2	RTV 6	08/20/12	08/24/12	Good Morning America	7-9A		:30			NM	10	\$1,000.00
	PE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				10	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	9	RTV 6	08/20/12-08/26/12	Good Morning America	7-9A	MTuWThF----	:30		\$100.00	NM		
		See MG 2.11										
		Preempt										
	11	RTV 6	08/28/12-08/31/12	Good Morning America	7-9A	-TuWThF----	:30		\$100.00	NM		
		Ⓜ MG for 2.9 08/24										
N 3	RTV 6	08/20/12	08/26/12	DY 9-10A	9-10A		:30			NM	2	\$120.00
	PE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M---F--				2	\$60.00			
N 4	RTV 6	08/20/12	08/26/12	10-11A	10-11A M-F		:30			NM	2	\$80.00
	PE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-T---				2	\$40.00			
N 5	RTV 6	08/22/12	08/22/12	The View	11A-12N		:30			NM	1	\$300.00
	P2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--W----				1	\$300.00			
N 6	RTV 6	08/20/12	08/23/12	EF 4-5P	4-5P		:30			NM	2	\$750.00
	P2											

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/20/12 - 08/31/12	John Gregg for Governor	11601

<u>Advertiser</u>	<u>Original Date / Revision</u>
(D) Gregg for Indiana	08/27/12 / 08/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M--T---				2	\$375.00			
N 7	RTV 6	08/20/12	08/26/12	5-530P News	5P-530P		:30			NM	5	\$1,875.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$375.00			
N 8	RTV 6	08/20/12	08/26/12	530-6P News	530P-6P		:30			NM	5	\$1,500.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$300.00			
N 9	RTV 6	08/20/12	08/26/12	6-630P News	6P-630P		:30			NM	5	\$1,875.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$375.00			
N 10	RTV 6	08/20/12	08/26/12	7-730P News	7P-730p		:30			NM	5	\$1,250.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$250.00			
N 11	RTV 6	08/21/12	08/24/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	3	\$750.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-TF--				3	\$250.00			
N 12	RTV 6	08/21/12	08/21/12	NY Med	10P-11P		:30			NM	1	\$700.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$700.00			
N 13	RTV 6	08/20/12	08/26/12	11P News	11P-1135P M-F		:30			NM	10	\$4,750.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				10	\$475.00			
N 14	RTV 6	08/20/12	08/26/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$350.00			
N 15	RTV 6	08/26/12	08/26/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	1	\$475.00
P2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00			
N 16	RTV 6	08/20/12	08/26/12	Nightline	1135P-1205A		:30			NM	3	\$450.00
P3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-W-F--				3	\$150.00			
Totals											65	\$17,080.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	63	\$16,885.00	\$14,352.25
08/27/12 - 08/31/12	2	\$195.00	\$165.75
Totals	65	\$17,080.00	\$14,518.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
(D) Gregg for Indiana	08/27/12 / 08/27/12

Signature: _____ **Date:** _____

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